The Defense Logistics Agency

DLA CSR Conference
August 2004

State of the Customer Support Office

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Agenda

- **Accomplishments**
- **Key Initiatives**
- **Vision and Strategies**
- **Questions & Answers**

Accomplishments Oct 1st - Present

- **Customer Engagements**
  - Improved monthly CSR report in analysis, quality, quantity, timeliness, actions taken, follow-through
  - Programmed and executed the Director's, J-4s, and J-3s Customer Engagement Plans and visits. Planned and executed bi-monthly and quarterly Flag/GO level visits
  - Planned and executed annual services days for Navy, Marine Corps, and Army; Air Force planned but delayed until Feb 05.
  - Working on Marine Corps IL, AF/IL, Navy IL, Marine Corp J-3 initiatives, Top Three Services PEOs, Marine Corps, Navy, Air Force War Reserves. Army IMA is using policy to look at DLA Support.
- **Requirements Determination**
  - Made top priority with CSO improved CSO customer intelligence quantity and quality. Produced J-4 New Normal input briefed to the corporate board and established weekly SIGACT.

Accomplishments cont'd

- **Performance Based Agreements**
  - Briefed Corporate Board, took lead on Agency PBA policy and execution.
  - Overarching Service Agreements completed with Director of DLA and:
  - US Marine Corps I&L,
    - Established Partnership Council 06 level membership DLA/I&L/LOGCOM
  - US Navy N4 and NAVSUP
    - Established Partnership Council, 06 level membership DLA/OPNAV/SUP
    - Set Agenda comprised of logistics issues of mutual concern
  - US Army G-4 and AMC
  - US Air Force IL
    - Describes measurable service and performance level parameters based on customer requirements and expectations.

Accomplishments cont'd

- **PBAs Reflect the Areas Where the Customer Wants to Track DLA Performance**
  - Examples include supply availability, customer wait time, readiness levels, and costs
  - Next round of Agreements will be at the Major Command level and are planned for this FY
  - Examples are: TACOM/TRADOC (Army), Air Combat Command (Air Force), Pacific Fleet (Navy), Albany Depot Support (Marines).
  - Next FY we will incorporate the next level of customer engagement. Examples include: Ft. Hood (Army), Hospital Ships (Navy), and MEF (Marines).

Accomplishments cont'd

- **CRM/BSM Participation**
  - Member CRM IT
  - Participated and planned executed voice of the customer
  - Participated and executed MRC ORCO study on customer surveys
  - Provided one CAM and one CSR to demand collaboration BSM blueprint team
  - Navy Pilot Program
- **International Programs**
  - Briefed OSD on Canadian support, briefed Director on FMS and new initiatives, set up VTC with ICPs, worked backorder proposal
  - Briefed DCSA on FMS Prime Vendor and received approval to go forward with other countries and prime

Key Initiatives

- Kitting; established CSO lead for kitting customer support working contract supplement
- OIF Retrograde initiative
- HMMWV Critical Item List
- SPR buy back rate improvements, established IPT, and briefed Director
- Established closed loop system to identify missing Army (NAMI-PSD)
- Working with ICPs to reduce DLA customer buy arounds.

Key Initiatives cont'd

- PBLs; assumed service PBL mission, convinced AMC to re-look DLA's support to PBL contractors, commitments from AF and Navy to use DLA as supplier to PBL contractors
  - DLA full partner in Navy/DLA Virtual SYSCOM PBL MOA…5 Focus Area Teams
  - DLA secured membership on 3 Joint Strike Fighter Logistics IPTs
  - Winning Support roles for Army/USMC LW155 Howitzer: Army Common Ground Station; Army Future Combat Systems: Littoral Combat Ship; F-16 Falcon STAR; MK 44 Gun for EFV & LPD-17; Authorized source for many Navy aviation PBL contracts.

Key Initiatives cont'd

- Leadership and Communications
  - One on One meetings with NAMs, CAMs, and CSRs; goal is to meet with all of you—I've met with about ½ of you.
  - Management by daily walk-arounds
  - Weekly CSO Staff meeting
  - ELDP information
  - SIGACTS, Director's monthly update, DISUMs and other correspondence
  - IDPs
  - CSR certifications

CSO Vision

- CSO Vision
  - Improve customer support by reducing backorders through better requirements determination processes in collaboration with our customers.
  - Focus on readiness at all levels through training, highlighting and resolving support issues, and finding solutions to readiness issues related to DLA material support and services.
  - Reduce customer costs through innovation and program changes that ensure the customer is receiving the best possible supply and services support at the best price.
  - Capture the customer expectations through the PBA process and track and evaluate our agreed upon performance metrics.

CSO Vision cont'd

- CSO Vision cont'd
  - Increase the DLA market share across the spectrum of customer support allowing our leverage and increased market share to drive down the aggregate cost recovery.
  - Remain an integral member of our customer's support staff outlining DLA capabilities and logistics
  - Be the customer voice and advocate for all DLA support.
  - Improve communications with the customer to achieve a partnering level of engagement and improve communication across the DLA network. (CRM)

CSO Strategies

- CSO Strategies
  - Our top priority is requirements determination. We will achieve this by better collaboration with the customer on their future requirements. We can capture this data to allow the lead centers to lay in the parts to met their future needs.
  - Focus on lost sales, backorders, buy arounds, lost business due to PBLs and CLS in concert with J-3 and J44 to recapture DLA business when and where it is cost effective to the customer.
  - Marketing new business opportunities for current and future customers.
  - Focus on kitting and other methods of tailored support to enhance the various lean initiatives.

CSO Strategies cont'd

- CSO Strategies cont'd
  - Continue to press on the completion of PBAs at all levels and use the Partnership Councils to move forward on issue resolution.
  - We need to embrace the DLA transformation principles and programs and communicate the changes to our customers when the customer impact is clearly defined.

QUESTIONS

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